



Serving the Hispanic Community of the Central Valley for 20 years

SBA Community Partner of the Year

Chairman Julius Genachowski, Commissioner Meredith Attwell Baker, Commissioner Mignon Clyburn, Commissioner Michael J. Copps, Commissioner Robert M. McDowell

Federal Communications Commission

445 12th Street, SW

Washington, DC 20554

Re: Broadband Industry Practices (WC Docket No. 07-52)

October 12, 2009

Dear Commissioners:

For more than 25 years, the Central California Hispanic Chamber of Commerce has represented the interests of hundreds of businesses throughout the Central Valley.

We are concerned that the net neutrality proposal currently being discussed at the Federal Communications Commission could harm both job creation and the Hispanic community's broadband adoption rates.

As you know, Hispanics are accessing the Internet faster than any other minority group in America. That's because broadband, especially wireless broadband, is very important in our community and rates are affordable. If net neutrality rules are adopted, investment will decrease which is bad for Hispanic businesses, especially in a state like California where increasing numbers of Hispanic-owned businesses are vendors and suppliers to Internet companies.

If investment decreases, prices are sure to rise, threatening both Hispanic businesses and also leading to increased rates. Increased rates will, in turn, cause many of the newest broadband adopters in our community to be priced out of the market. So, we face a lose-lose proposition – which is something we can ill afford in this economic downturn.

We hope you'll consider our voice, and the voices of hundreds of small business owners as you consider these proposals.

Sincerely,

John Hernandez Executive Director, Central California Hispanic Chamber of Commerce

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